CLAIMS

The invention claimed is:

1. A computerized prospect rating method for determining top prospects from among a plurality of constituents based on al least one rating element, wherein said top prospects are most likely to give to an organization, said method comprising the acts of:

receiving customized rating criteria from a user for allowing the user to customize said at least one rating element, wherein said at least one rating element is selected from the group consisting of: commitment rating elements for measuring a commitment made by a constituent to the organization, concern rating elements for measuring a concern of a constituent matching concerns of the organization, and capacity rating elements for measuring a financial ability of a constituent to give to the organization;

applying said customized rating criteria to constituent data corresponding to each of said constituents and calculating raw ratings for each of said rating elements based upon said constituent data for each of said constituents;

ranking each of said constituents based on said raw ratings; and

outputting rating information indicating said top prospects.

2. The method of claim 1 wherein said customized rating criteria includes rating parameters and rating values corresponding to said rating parameters, and wherein said raw rating is calculated based on said rating values earned by constituents when constituent data matches one of said rating parameters.

3. The method of claim 1 wherein said customized rating criteria further includes relative weight values assigned to each of said rating elements, and wherein said raw ratings are determined by multiplying said rating values by said relative weight values for each of said rating elements.

4. The method of claim 1 further comprising calculating raw ratings for rating categories, wherein said rating categories include a commitment category, a concern category, and a capacity category.

5. The method of claim 1 wherein ranking said constituents includes calculating a percentile ranking for each of said constituents.

6. The method of claim 1 wherein said constituents ranked in about the top 10% are identified as said top prospects.

7. The method of claim 1 further comprising directly adjusting at least one of said raw ratings.

8. The method of claim 1 further comprising recalculating said raw ratings continuously as said constituent data changes.

9. The method of claim 8 wherein said rating information includes a list of constituents having a defined rating change within a defined period of time.

10. The method of claim 1 further comprising uploading constituent data from another constituent database.

11. A computerized prospect rating method for determining top prospects from among a plurality of constituents based on a plurality of rating elements, said method comprising:

displaying a customization user interface for allowing a user to customize said rating elements;

assigning relative weight values to each of said rating elements, wherein said relative weight values represent an importance of each of said rating elements in determining said top prospects;

setting rating parameters and rating values corresponding to said rating parameters for each of said rating elements;

applying said rating parameters to constituent data corresponding to each of said constituents and calculating raw ratings for each of said rating elements based on said rating values and said relative weight values;

calculating at least one of an overall raw rating and percentile ranking for each of said constituents, wherein said overall raw rating is a sum of said raw ratings calculated for each of said rating elements, and wherein said percentile ranking ranks each of said constituents with respect to other said constituents; and

outputting rating information indicating said top prospects.

12. The method of claim 11 wherein said rating elements are arranged by categories, wherein relative weight values are assigned to said categories, and wherein said raw ratings are calculated for each of said categories.

13. The method of claim 11 wherein said top prospects are constituents most likely to donate to an organization, and wherein said rating elements quantify the likelihood that a constituent will donate to an organization.

14. The method of claim 13 wherein said rating elements include commitment rating elements representing a commitment to said organization, concern rating elements representing concerns matching values of said organization, and capacity rating elements representing a financial capacity of said prospects.

15. The method of claim 14 wherein said commitment rating elements include a connection element representing a connection of a prospect to said organization, a gift recency element representing a most recent gift made by a prospect to said organization, and a gift frequency element representing how often a prospect makes a gift to said organization.

16. The method of claim 15 wherein said capacity rating elements include an average gift size element, a largest gift size element, and a total giving element.

17. The method of claim 11 wherein said customization user interface includes a prospect rating settings profile for allowing said user to enter said relative weight values, said rating parameters, and said rating values.

18. The method of claim 11 further comprising adjusting said relative weight values, said rating parameters, and said rating values.

19. The method of claim 11 further comprising recalculating said raw ratings when changes occur in at least one of said constituent data, said relative weight values, said rating parameters, and said rating values.

20. The method of claim 19 further comprising outputting rating information indicating prospects having a rating change.

21. The method of claim 11 further comprising directly adjusting a raw rating for at least one said constituents.

22. The method of claim 11 wherein outputting said rating information includes displaying said rating information.

23. The method of claim 11 wherein outputting said rating information includes providing prospect reports.

24. The method of claim 11 wherein outputting said rating information includes outputting at least one of said overall raw rating and said percentile ranking for selected ones of said constituents.

25. The method of claim 11 further comprising uploading said constituent data from a third party database.

26. A system for determining top prospects from among a plurality of constituents based on a plurality of rating elements, said system comprising:

a customization user interface for receiving customized rating criteria for each of said rating elements;

a rating element data structure for storing said customized rating criteria;

a constituent database containing constituent data for each of said constituents;

a rating engine for applying said customized rating criteria to said constituent data for each of said constituents, for calculating raw ratings for each of said rating elements, and for ranking each of said constituents based on said raw ratings; and

an output device for outputting rating information.

27. A computer program product, stored on a storage medium, for determining top prospects from among a plurality of constituents based on a plurality of rating elements, wherein said top prospects are most likely to give to an organization, said computer program product comprising:

code for receiving customized rating criteria from a user for allowing the user to customize said rating elements, wherein said rating elements include at least commitment rating elements for measuring a commitment made by a constituent to the organization, concern rating elements for measuring a concern of a constituent matching concerns of the organization, and capacity rating elements for measuring a financial ability of a constituent to give to the organization;

code for applying said customized rating criteria to constituent data corresponding to each of said constituents and calculating raw ratings for each of said rating elements based upon said constituent data for each of said constituents;

code for ranking each of said constituents based on said raw ratings; and

code for outputting rating information indicating said top prospects.

28. A computer program product stored on a storage medium, for determining top prospects from among a plurality of constituents based on a plurality of rating elements, said computer program product comprising:

code for displaying a customization user interface for allowing a user to customize said rating elements;

code for assigning relative weight values to each of said rating elements, wherein said relative weight values represent an importance of each of said rating elements in determining said top prospects;

code for setting rating parameters and rating values corresponding to said rating parameters for each of said rating elements;

code for applying said rating parameters to constituent data corresponding to each of said constituents and calculating raw ratings for each of said rating elements based on said rating values and said relative weight values;

code for calculating at least one of an overall raw rating and percentile ranking for each of said constituents, wherein said overall raw rating is a sum of said raw ratings calculated for each of said rating elements, and wherein said percentile ranking ranks each of said constituents with respect to other said constituents; and

code for outputting rating information indicating said top prospects.

29. The computer program product of claim 28 wherein said top prospects are constituents most likely to donate to an organization.

30. The computer program product of claim 29 wherein said rating elements include commitment rating elements representing a commitment to said organization, concern rating elements representing concerns matching values of said organization and capacity rating elements representing financial capacity of said prospects.